

### **Listing of Claims**

1. (Currently amended) A marketing system for communicating with an audience including a targeted individual through a communication system, the marketing system, comprising:
  - a processor;
  - a database accessible by the processor and including data related to the targeted individual and an identifier;
  - a plurality of audio recordings accessible by the processor;
  - the processor adapted to present the targeted individual with a resource including an audio component tailored specifically for the targeted individual in response to the presentation of the identifier by the targeted individual, the audio component including at least one generic portion and at least one tailored portion, the at least one generic portion including at least one audio recording selected from the plurality of audio recordings and configured to present the audience with a recording containing marketing information and the at least one tailored portion including at least one audio recording selected from the plurality of audio recordings and configured based on at least a portion of the data in the database related to the targeted individual.
2. (Original) The marketing system of claim 1, wherein the audio component includes a first tailored portion corresponding to a name of the targeted individual included in the portion of data corresponding to the targeted individual and including a first audio recording selected from the plurality of audio recordings, the first audio recording including the name of the targeted individual.
3. (Original) The marketing system of claim 2, wherein the audio component includes a second tailored portion based on a first value of a first characteristic of the targeted individual included in the portion of data corresponding to the targeted individual.
4. (Original) The marketing system of claim 2, wherein the audio component excludes a second tailored portion based on a second value of a first characteristic of the targeted individual included in the portion of data corresponding to the targeted individual.

5. (Original) The marketing system of claim 1, wherein the resource is presented in response to the identifier being provided through a web page.

6. (Original) The marketing system of claim 5, wherein the processor is adapted to provide the identifier to the targeted individual in a first media.

7. (Original) The marketing system of claim 1, wherein the resource further includes a visual component, the visual component including a generic portion configured for the audience and a tailored portion configured based on at least a portion of the data in the database related to the targeted individual.

8. (Original) The marketing system of claim 7, wherein the audio component includes a first tailored portion corresponding to a name of the targeted individual included in the portion of data corresponding to the targeted individual and including a first audio recording selected from the plurality of audio recordings, the first audio recording including the name of the targeted individual.

9. (Original) The marketing system of claim 8, wherein the audio component includes a second tailored portion based on a first value of a first characteristic of the targeted individual included in the portion of data corresponding to the targeted individual.

10. (Original) The marketing system of claim 8, wherein the audio component excludes a second tailored portion based on a second value of a first characteristic of the targeted individual included in the portion of data corresponding to the targeted individual.

11. (Original) The marketing system of claim 7, wherein the visual component includes a first tailored portion corresponding to a first characteristic of the targeted individual included in the portion of data corresponding to the targeted individual.

12. (Currently amended) A marketing system for communicating with a targeted individual, the marketing system, comprising:

- a processor;
- a database accessible by the processor and including data related to the targeted individual; and
- a resource including an address and an input;
- the processor adapted to present the targeted individual with a first media, the first media including the address of the resource and at least a first portion of the data in the database related to the targeted individual, the first portion including an identifier; and
- the processor adapted to selectively present the targeted individual with a second media tailored specifically for the targeted individual in response to the presentation of the identifier to the input of the resource, the second media including an audio message having at least one generic portion and at least one tailored portion, the at least one tailored portion configured based on at least a second portion of the data in the database related to the targeted individual.

13. (Original) The marketing system of claim 12, wherein the audio message includes a first tailored portion corresponding to a name of the targeted individual included in the second portion of data corresponding to the targeted individual, the first tailored portion including an audio recording of the name the targeted individual.

14. (Original) The marketing system of claim 13, wherein the audio message includes a second tailored portion based on a first value of a first characteristic of the targeted individual included in the second portion of data corresponding to the targeted individual.

15. (Original) The marketing system of claim 13, wherein the audio message excludes a second tailored portion based on a second value of a first characteristic of the targeted individual included in the second portion of data corresponding to the targeted individual.

16. (Original) The marketing system of claim 12, wherein the identifier is not a component of the address of the resource.

17. (Original) The marketing system of claim 12, wherein the second media further includes a visual message, the visual message including a generic portion configured for the audience and a tailored portion configured based on at least a portion of the data in the database related to the targeted individual.

18. (Original) The marketing system of claim 17, wherein the audio message includes a first tailored portion corresponding to a name of the targeted individual included in the second portion of data corresponding to the targeted individual, the first tailored portion including an audio recording of the name the targeted individual.

19. (Original) The marketing system of claim 18, wherein the audio message includes a second tailored portion based on a first value of a first characteristic of the targeted individual included in the second portion of data corresponding to the targeted individual.

20. (Original) The marketing system of claim 18, wherein the audio message excludes a second tailored portion based on a second value of a first characteristic of the targeted individual included in the second portion of data corresponding to the targeted individual.

21. (Currently amended) A method for marketing to a targeted individual utilizing an electronic communications system, the method comprising the steps of:

storing data related to the targeted individual in the electronic communications system;

providing the targeted individual with a first media including an address and an identifier;

receiving from the targeted individual the identifier;

providing the targeted individual with a second media tailored specifically for the targeted individual in response to receiving the identifier from the targeted individual, the second media including an audio message having at least one generic portion and at least one tailored portion, the at least one tailored portion configured based on the data related to the targeted individual.

22. (Original) The method of claim 21, wherein the audio message includes a first tailored portion corresponding to a name of the targeted individual, the name included in the data related to the targeted individual, the first tailored portion including a first audio recording of the name selected from a plurality of audio recordings:

23. (Original) The method of claim 22, wherein the audio message includes a second tailored portion corresponding to a first value of a first characteristic of the targeted individual, the first characteristic included in the data related to the targeted individual, the second tailored portion including a second audio recording selected from the plurality of audio recordings.

24. (Original) The method of claim 21, wherein the second media further includes a visual component.

25. (Original) The method of claim 24, wherein the audio message includes a first tailored portion corresponding to a name of the targeted individual, the name included in the data related to the targeted individual, the first tailored portion including a first audio recording of the name selected from a plurality of audio recordings.

26. (Original) The method of claim 25, wherein the audio message includes a second tailored portion corresponding to a first value of a first characteristic of the targeted individual, the first characteristic included in the data related to the targeted individual, the second tailored portion including a second audio recording selected from the plurality of audio recordings.

27. (Currently amended) A marketing system for communicating with a targeted individual, the marketing system, comprising:

a processor;

a database accessible by the processor including data related to the targeted individual and an identifier;

a resource including an input; and

the processor adapted to present the targeted individual with a media tailored specifically for the targeted individual, the media including a visual component and an audio component, the audio component having at least one generic portion configured to present the

audience with marketing information and at least one tailored portion, the at least one tailored portion configured based on at least a portion of the data in the database related to the targeted individual.

28. (Original) The marketing system of claim 27, wherein the media is presented in response to the identifier being provided to the input of the resource.

29. (Original) The marketing system of claim 27, wherein the audio component includes a first tailored portion corresponding to a name of the targeted individual included in the portion of data corresponding to the targeted individual, the first targeted portion including an audio recording of the name of the targeted individual.

30. (Original) The marketing system of claim 29, wherein the audio message includes a second tailored portion based on a first value of a first characteristic of the targeted individual included in the portion of data corresponding to the targeted individual.

31. (Original) The marketing system of claim 29, wherein the audio message excludes a second tailored portion based on a second value of a first characteristic of the targeted individual included in the portion of data corresponding to the targeted individual.

32. (Currently amended) A marketing system for communicating with an audience of targeted individuals, including a first targeted individual and a second targeted individual, the marketing system comprising:

a processor connected to a communication system; and  
a database accessible by the processor including data related to the first targeted individual and a first identifier and data related to the second targeted individual and a second identifier; and

a resource including an input;  
the processor adapted to present the first targeted individual with a media tailored specifically configured for the first targeted individual, the media including an audio component, the audio component having an at least one generic portion configured to present the audience with marketing information and an at least one tailored portion, the at least one

tailored portion configured based on at least a portion of the data in the database related to the first targeted individual; and

the processor further adapted to present the second targeted individual with a media tailored specifically configured for the second targeted individual, the media including an audio component, the audio component having an at least one generic portion configured to present the audience with marketing information and an at least one tailored portion, the at least one tailored portion configured based on at least a portion of the data in the database related to the second targeted individual.

33. (Original) The marketing system of claim 32, wherein the media configured for the first targeted individual is presented to the first targeted individual in response to the first identifier being provided to the input of the resource and wherein the media configured for the second targeted individual is presented to the second targeted individual in response to the second identifier being provided to the input of the resource.

34. (Original) The marketing system of claim 33, wherein the media presented to the first targeted individual includes a first tailored portion including an audio recording corresponding to a value of a characteristic of the first targeted individual, the value of the characteristic being determined from the data in the database related to the first targeted individual.

35. (Original) The marketing system of claim 33, wherein the media presented to the second targeted individual includes a first tailored portion including an audio recording corresponding to a value of a characteristic of the second targeted individual, the value of the characteristic being determined from the data in the database related to the second targeted individual.

36. (Currently amended) A method for marketing to a targeted individual utilizing an electronic communications system, the method comprising the steps of:

storing data related to the targeted individual including an identifier;  
receiving from the targeted individual the identifier;  
verifying the identifier by comparing the identifier to a database containing a plurality of known identifiers;  
providing the targeted individual with a resource tailored specifically for the

targeted individual in response to receiving the identifier from the targeted individual, the resource including a visual component and an audio message having at least one generic portion configured to present the targeted individual with marketing information and at least one tailored portion, the at least one tailored portion configured based on a portion of data stored in the database and related to the targeted individual.

37. (Original) The method of claim 36, wherein the audio message includes a first tailored portion corresponding to a name of the targeted individual, the name included in the portion of data related to the targeted individual.

38. (Original) The method of claim 37, wherein the audio message includes a second tailored portion corresponding to a first value of a first characteristic of the targeted individual, the first characteristic included in the portion of data related to the targeted individual.